

Title: What Is a Successful Career in Tourism and Hospitality Academia?

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Abstract:

Women are still sometimes seen as less suitable for leadership in academic life courses than men (Wolfinger et al., 2009; European Commission, 2012; Piotrowski & Kang, 2016). Scholars have revealed that while men's careers are considered normative and exhibit a relatively stable, gradual development, female academic life courses demonstrate higher individualisation due to significant vertical and horizontal inequalities (Beaufaÿs et al., 2012). These are characterised not only by the social origin and the field of study, but also increasingly by gender (Bagilhole & White, 2013). Despite current policy regulations to bring more women into leading positions in academia, women are underrepresented in professorships in many European countries. One of the explanations argues that scientific institutions are challenged by innovations and diversity policies, but at the same time still reproduce patriarchal cultures and lack contemporary gender role models. This entails persisting cultural stereotypes that hinder women in advancing their academic careers.

Past research has hardly addressed gendered leadership issues in tourism and hospitality academia in its own right. Notable exceptions (Fotaki, 2013; Munar et al., 2015; Becken et al., 2016; Chambers et al., 2017; Munar, 2017) demonstrated a substantial gender gap in tourism academia and claimed "...we simply do not know what gender looks like on the career ladder in tourism academia" (Munar et al., 2015, p. 17). Even less is known about diversity issues pertinent to leadership in this vibrant field of study, especially those linked with migration background and ethnicity. Previous studies found that senior positions in tourism and hospitality academia are distributed unequally (Becken et al., 2016) and that research networks and impact creation are gendered (Munar et al., 2015). However, a comprehensive picture of a successful academic career and academic leadership with regard to gender and diversity in tourism and hospitality academia is lacking.

This paper, offered for oral presentation, aims at reducing the existing research gap by exploring the distribution of gender and the extent of diversity in leadership positions of German-speaking tourism and hospitality academia. Focusing particularly on senior stages of scholarly career as a lived manifestation of ability to lead in research work is crucial for understanding common key points in careers, identifying successful career patterns and gaining insight into knowledge production mechanisms under consideration of geographical contexts and institutional framing conditions of global academia. This investigation examines careers of senior researchers (R3 and R4 according to EU definition) in tourism and hospitality with special attention to aspects of gender and diversity. By doing so, the article develops a better understanding of academic leadership by giving insights into the role of gender in a successful academic career in this field of study in Germany, Austria and Switzerland. The examination is based on a reconstruction of professional history and quantitative analysis of CVs of professors

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collected from online screening of 10 best higher education institutions that provide bachelor's degrees. Aspects under consideration are gender, age, academic mobility, publication activity, affiliations, migration background and topics of interest. Preliminary results show that academic leadership in tourism and hospitality is predominantly white and masculine.
